

What is claimed is:

1. A wipe article comprising:
  - a) A substrate, said substrate having a plurality of micropockets, said micropockets having a length, a width, and a depth, wherein the ratio of said depth to said width is at least 1:2; and
  - b) at least one substance in said micropockets, said substance remaining in said micropockets until said substrate is subjected to a shear force while in contact with a target surface, said shear force causing walls of said micropockets to substantially deform, and release said substance to said target surface.
2. The substrate of claim 1, wherein ratio of said depth to said width of said micropockets is between about 0.7:1 and about 2.8:1.
3. The substrate of claim 1, wherein:
  - a) said length of said micropockets is between about 0.1 mm and about 100 mm;
  - b) said width of said micropockets is between about 0.1 mm and about 10 mm; and
  - c) said depth of said micropockets is between about 0.05 mm and about 10 mm.
4. The substrate of claim 1, wherein said substrate has from about 1 micropocket per  $\text{cm}^2$  to about 100 micropockets per  $\text{cm}^2$ .
5. The substrate of claim 1, wherein said substrate is a film substantially impervious to at least one substance contained in said micropockets of said substrate.
6. The substrate of claim 1, wherein said substrate is a porous film substantially pervious to at least one said substance contained in said micropockets of said substrate.
7. The substrate of claim 1, wherein said substrate is a nonwoven.
8. The substrate of claim 1, wherein said substrate is elastomeric.
9. The substrate of claim 1, wherein said substrate has at least two layers, wherein at least one of said layers has a plurality of said micropockets.
10. The substrate of claim 9, wherein at least one said layer of said substrate is a film substantially impervious to said substance contained in said micropockets.
11. The substrate of claim 9, wherein at least one said layer of said substrate is a porous film substantially pervious to at least one said substance.
12. The substrate of claim 9, wherein at least one said layer of said substrate is a nonwoven.
13. The substrate of claim 9, wherein at least one said layer of said substrate is elastomeric.

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14. The film of claim 5 , wherein said film is comprised of a polymer selected from the group consisting of polyethylene, polypropylene, polyvinylalchol, polyethylene-polypropylene copolymers, and mixtures thereof.
  15. The porous film of claim 6, wherein said film is a polymer selected from the group consisting of polyethylene, polypropylene, polyvinylalchol, polyethylene-polypropylene copolymers, and mixtures thereof.
  16. The substance of claim 1, wherein said substance is selected from the group consisting of cleansing agents, skin care agents, medicinal agents, suncare agents, analgesic agents, emollients, lubricants, colorants, preservatives, condiments, deodorants, antiperspirants, fragrances, adhesives, cooking oil for basting, conditioning agents, humectants, shoe care agents, and insect repellants, and mixtures thereof.
  17. The substance of claim 1, where in said substance is a skin anti-wrinkle agent.
  18. The substance of claim 16, wherein said substance is in a form selected from the group of a rigid gel, cream, substance, oil in water emulsion, water in oil emulsion, tonic, suspension, dispersion, wettable and redispersible solid.
  19. The substrate of claim 9, wherein said substrate is to be used as a facial wash cloth, wherein said substrate has at least two layers, the first layer of said substrate contains a cleansing substance, the second layer of said substrate contains a conditioning substance to be released after said cleansing substance in said first layer is released.
  20. A method of applying at least one substance to a target surface, said method comprising:
    - a) providing a substrate having a plurality of micropockets containing said substance, said micropockets having a length, a width and a depth, wherein the ratio of said depth to said width is at least 1:2;
    - b) placing said substrate in contact with said target surface; and
    - c) applying shear forces along the surface of said substrate while said substrate is in contact with said target surface, said shear forces causing walls of said micropockets to substantially deform, and release said substance, to said target surface.
  21. The method of claim 20 wherein said substrate is a clothing insert, a shoe insole, or a panty liner, said substance is selected from the group consisting of odor reducing agents, cleaning agents, anti-fungal medications, and mixtures thereof, and wherein said substance is released during motion of a clothing wearer.
  22. A method of delivering a shear responsive film onto a target surface, said method comprising:

- a) providing a substrate having a plurality of micropockets containing a film forming material, said micropockets having a length, a width and a depth, wherein the ratio of said depth to said width is at least 1:2;
  - b) placing said substrate in contact with said target surface; and
  - c) applying shear forces along the surface of said substrate, said shear forces causing the walls of said micropockets to substantially deform and transfer said film forming material to said target surface in the form of a replica of said substrate.
23. The wipe article of claim 1, wherein said wipe article is a sunscreen wipe, a skin lotion pad, a floor cleaning cloth, an antiperspirant or refreshment wipe, or a baby wipe.